

CREATIVE

portfolio

Shruti Poojary

2026

ABOUT ME

CREATIVE STRATEGY

BRAND STORYTELLING



WHO

AMIP

I work between **strategy** and **visual culture**, helping brands turn products into stories and customers into communities.

With a background in design management and creative direction, I enjoy shaping campaigns, content, and brand systems that feel human, expressive, and culturally grounded, especially with early-stage teams and mission-led organisations building something that matters.

WHAT

IDO

Brand Thinking

Developing voice, visual identity, and content systems that give brands a consistent presence across channels.

Campaign Building

Designing campaign strategy from brief to execution, sequencing content to move audiences from awareness to action.

Visual Direction

Leading creative shoots, moodboards, and visual narratives that communicate more than aesthetics.

Community Energy

Building content that earns engagement, not just impressions, by speaking to what an audience actually cares about.

MY PERSONALITY AT WORK.

CURIOUS IN IDEAS. GROUNDED IN INSIGHT. FOCUSED ON PURPOSEFUL CONTENT.

PURPOSE-LED

I ask, "Who does this serve?" before I ask, "How does this look?"

INSIGHT-DRIVEN

I research before I create audience behavior, cultural context, and platform logic all shape my decisions.

OUTCOME-FOCUSED

I design content to do something: build trust, drive clicks, fill seats, or change minds.

MY CREATIVE FLOW.

FROM INSIGHT TO IMPACT

CULTURE-TO-CONVERSION FLOW

Turning insight into action:
sense, design, deploy, refine.

BRAND SYSTEM FLOW

Position, translate, build, activate,
and evolve a system for growing
brands.

HUMAN- CENTERED FLOW

From listening to impact interpret,
create, share, reflect.

SYSTEMS THINKER FLOW

From ecosystem to execution
map, align, design, optimize.

CAMPAIGN BUILDER FLOW

Theme, cast, create, launch, sustain a
system for building living campaigns.

FAVORITE TOOLS:

- Design: Canva, Illustrator, CapCut
- Research: Google Trends, Cosmos, Savee
- Strategy: Notion, Miro
- Measure: Analytics, Insights

A black and white photograph of three women walking barefoot in a grassy field. The woman on the left is in profile, wearing a long, flowing dress with a small, repeating pattern. The woman in the center is facing away from the camera, wearing a strapless, tiered dress with large floral prints and a sheer headscarf adorned with flowers. The woman on the right is in profile, wearing a long, flowing dress with a large polka-dot pattern. The background is a dark, wooded area.

THREADS OF BECOMING

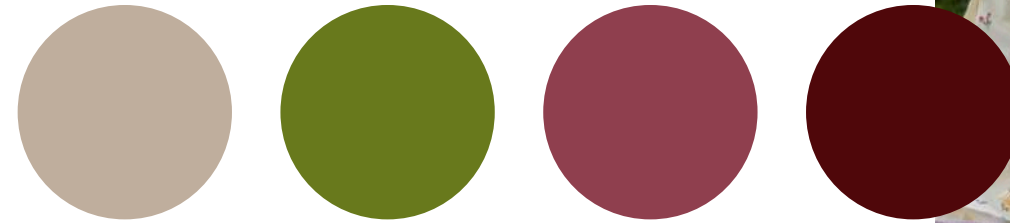
A fashion narrative on identity, growth, and womanhood.

The Story Behind the Collection

This project was built as a visual narrative, not a traditional lookbook. The goal was to translate a fashion collection into a story of transformation, exploring how a woman moves through different roles, identities, and emotional states over time.

I led the project as creative director and storyteller, shaping the concept, symbolism, and visual flow from the ground up. Every look was treated as a chapter, not an outfit.





MOODBOARD



Visual Language & Meaning

A visual language rooted in nature, softness, and quiet transformation. The mood board uses light, space, and floral symbolism to express growth as something lived and felt, not staged, creating a timeless, emotionally grounded fashion narrative.



NARRATIVE STRUCTURE



Act I—The Beginning
Flower Bud • Childhood • Curiosity • Lightness
A symbol of innocence, movement, and early freedom.

NARRATIVE STRUCTURE



Act II -The UnfoldingBlossom · Exploration · Growth · Self-Awareness

A moment of identity forming and confidence emerging.

A woman is shown from the waist down, wearing a vibrant pink sari with white polka dots and a wide border featuring pink and white floral motifs. She is holding a white rectangular cloth that displays handwritten text in black ink. The text is a mix of English and Hindi, expressing a message of love and support. At the bottom of the cloth, there is a simple line drawing of a flowering plant. The background is a lush green field with tall grass and some yellow flowers.



Act III — The Woman
Lilies • Memory • Strength • Presence
A reflection of lived experience, cultural roots, and emotional depth.

CREATIVE DIRECTION & LEADERSHIP

Responsibilities

Narrative design

Built a three-act story structure to give the shoot emotional arc and meaning.

Shoot flow & storytelling

Directed the sequence of scenes to ensure visual and emotional progression.

Styling direction

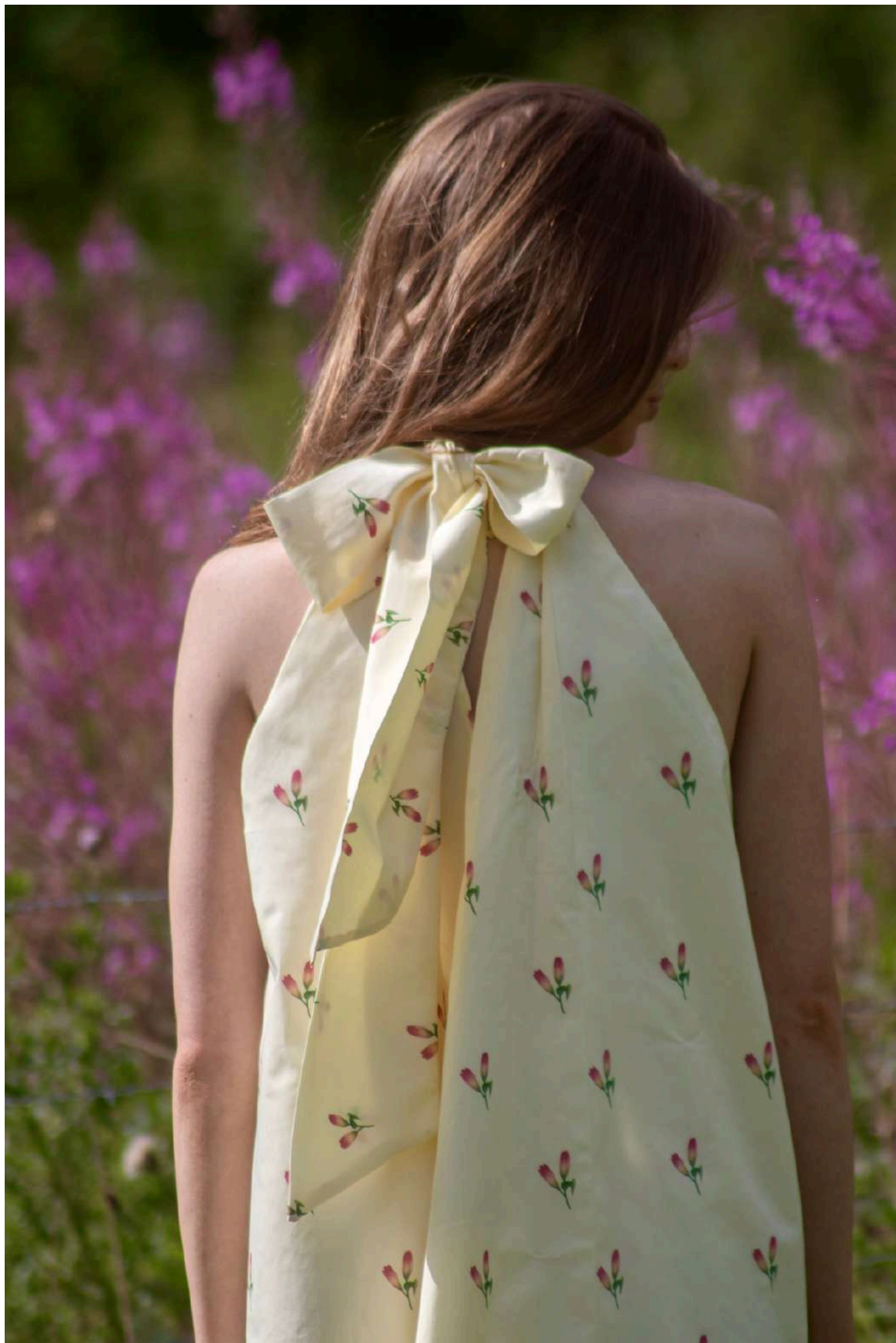
Ensured each look communicated its chapter in the narrative, not just a garment

Model guidance & emotional framing

Coached models to embody a state of mind, not just a pose

Location & composition

Selected and used the Scottish Borders landscape as an active storytelling element



This project demonstrates how fashion visuals can move beyond product display into cultural storytelling. By building narrative, symbolism, and emotional progression into the shoot, **the collection becomes something people connect with not just consume.**



The Team Behind the Story
*This project was shaped through collaboration,
blending design, performance, and storytelling into a
shared visual narrative.*

Creative Direction & Narrative - Shruti Poojary

Collection Design - Mariyam Vayaylil

Photography - Aina Urbo

Models-Meghan Hardy, Sania Sheikh, Shruti Poojary

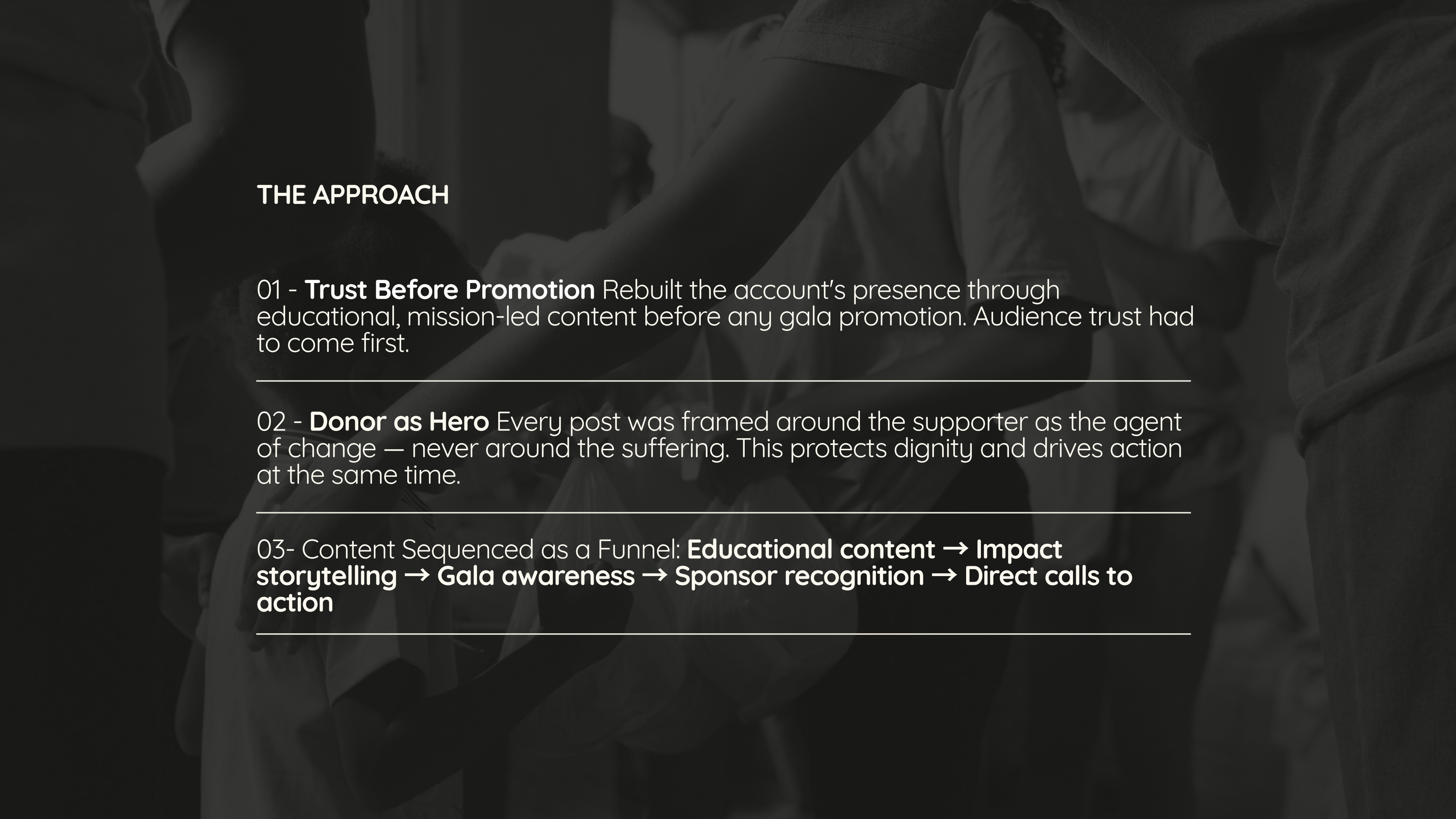
Exhibited at Heriot-Watt University, Scottish Borders Campus, 2025
part of the MSc Design Management graduate showcase.



MISSION-LED CAMPAIGN STRATEGY

Global Family Care Network × St. James Research Centre Social Media
Revival · Fundraising Campaign · Brand System Build
Falkirk, Scotland

GFCN is a US-based child protection and anti-trafficking charity. Their social media had gone dormant with a major fundraising gala approaching. I was brought in to rebuild the social presence, develop a brand voice system, and create a campaign strategy to drive gala support.



THE APPROACH

01 - **Trust Before Promotion** Rebuilt the account's presence through educational, mission-led content before any gala promotion. Audience trust had to come first.

02 - **Donor as Hero** Every post was framed around the supporter as the agent of change — never around the suffering. This protects dignity and drives action at the same time.

03- Content Sequenced as a Funnel: **Educational content → Impact storytelling → Gala awareness → Sponsor recognition → Direct calls to action**

GLOBAL FAMILY CARE NETWORK



the DAUGHTER
PROJECT

FONT S

Aa
Circe Contrast

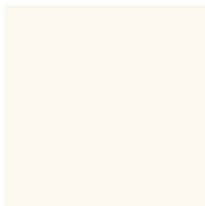
Aa
Garet

Aa
The Something Script

COLOR PALETTE



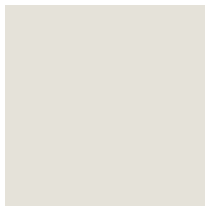
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#E5E2D9

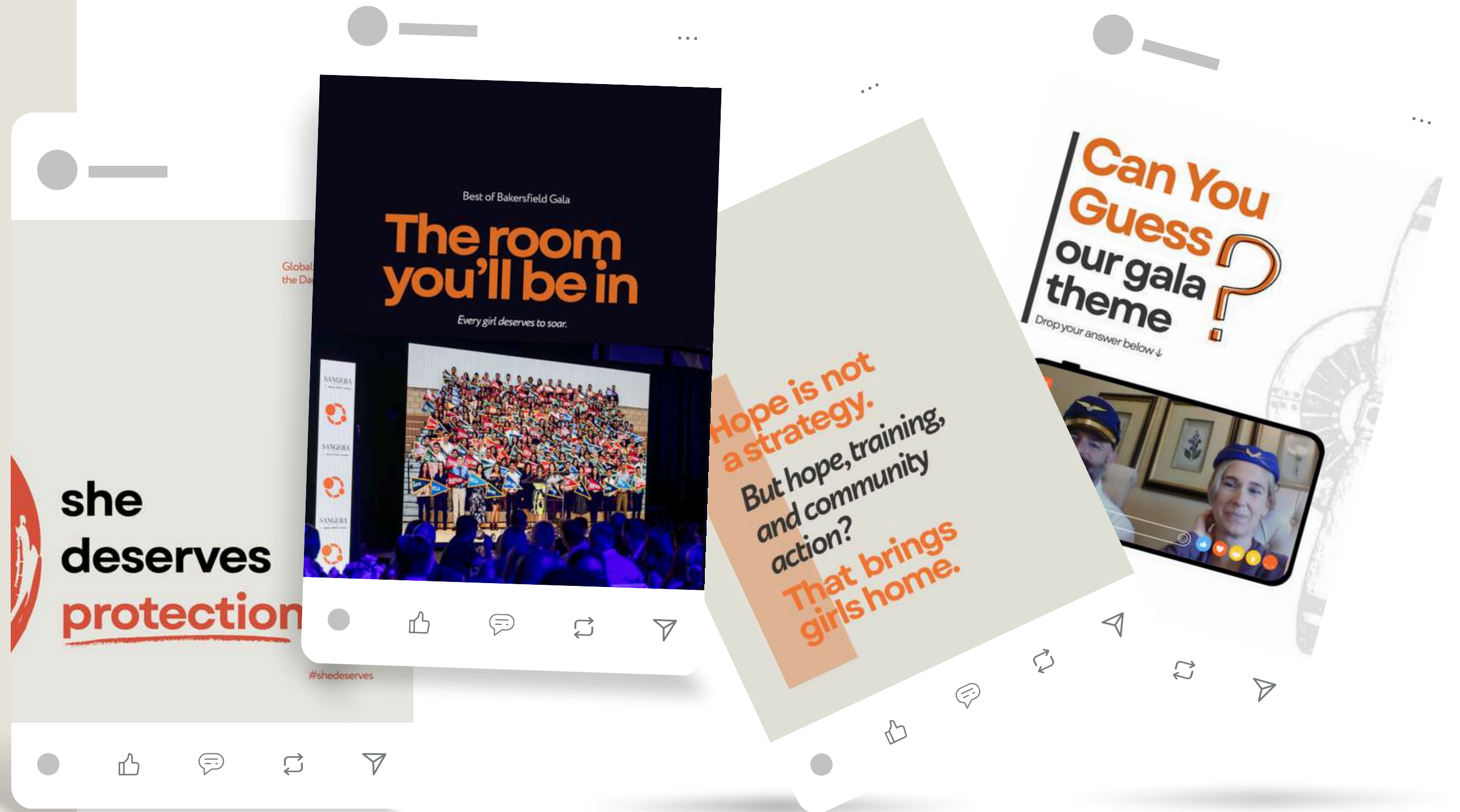


Content Executions

Platform Content — Instagram & Facebook

Awareness post: educates without sensationalizing impact stories; donor framed as the hero. Gala announcement excitement without pressure
Sponsor recognition builds credibility and social proof

@globalfamilycarenetwork



Deliverables + Reflection

What I Built

- Full content brand guide Post and carousel templates
- Sponsor outreach materials
- Content calendar and sequencing strategy
- Viral content hook toolkit
- AI-assisted workflow for the marketing team

What This Demonstrates

- Brand system built from zero
- End-to-end campaign thinking from trust-building to conversion
- Ethical creative decision-making on sensitive subject matter Real deliverables for a real organisation with a live deadline

Purpose-led marketing taught me to be a more careful, more intentional, and ultimately more effective strategist.

Campaign in progress - completing May 2026

MENU DESIGN



Designed dine-in and takeaway menus focusing on clarity, brand consistency, and customer flow. The Grab N Go version uses bold visuals for quick choices, while the dine-in menu maintains a classic tone together enhancing the dining experience and reinforcing the brand's identity.



BYOC Campaign - Heriot-Watt University

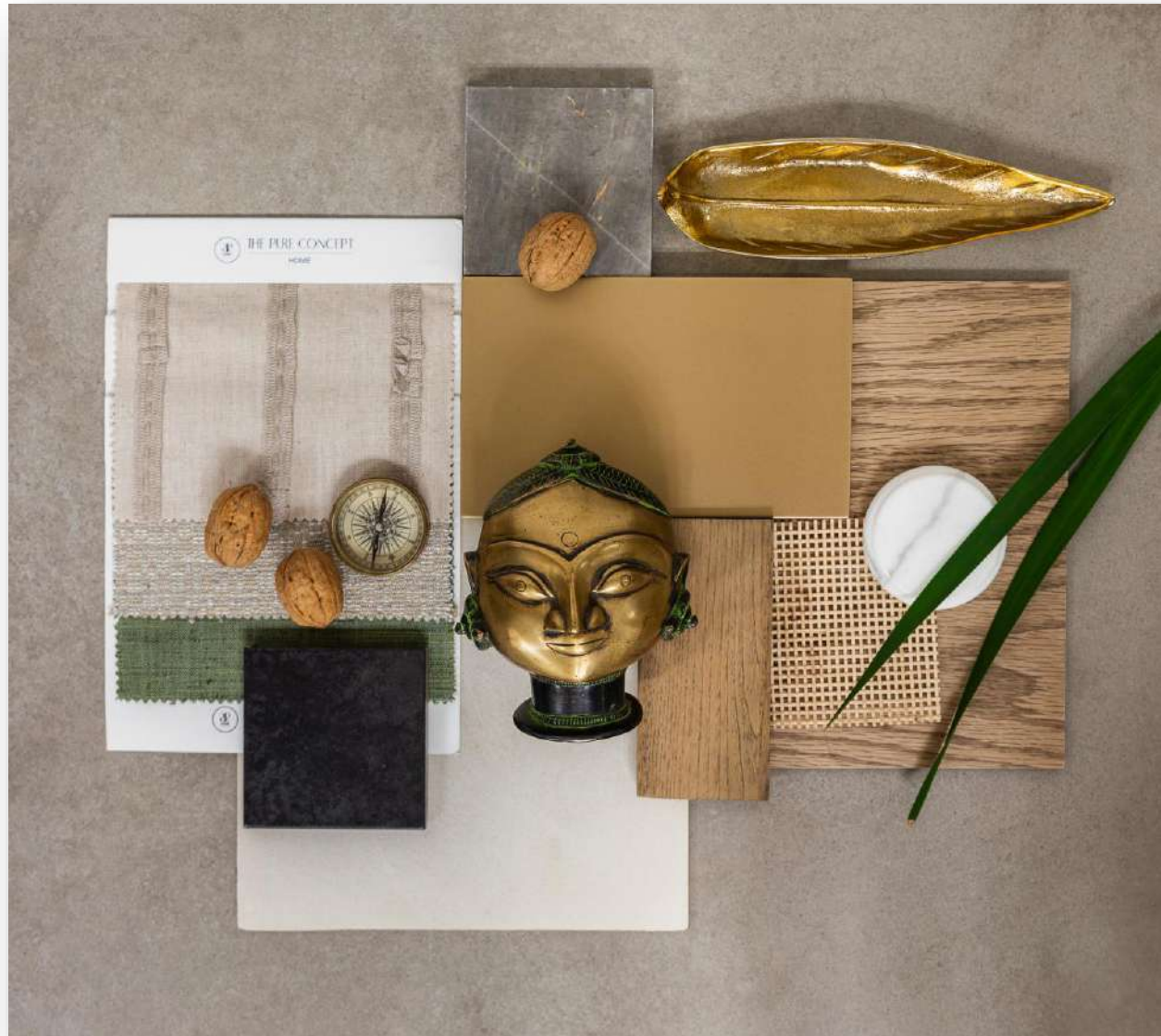
A hypothetical campus campaign promoting sustainability by encouraging students to bring their own cups. The poster uses the university mascot "Watt Wolf" to create a friendly, relatable message while visually communicating the impact of small everyday actions. The goal was to reduce waste and inspire behavioral change through engaging, student-centered design.

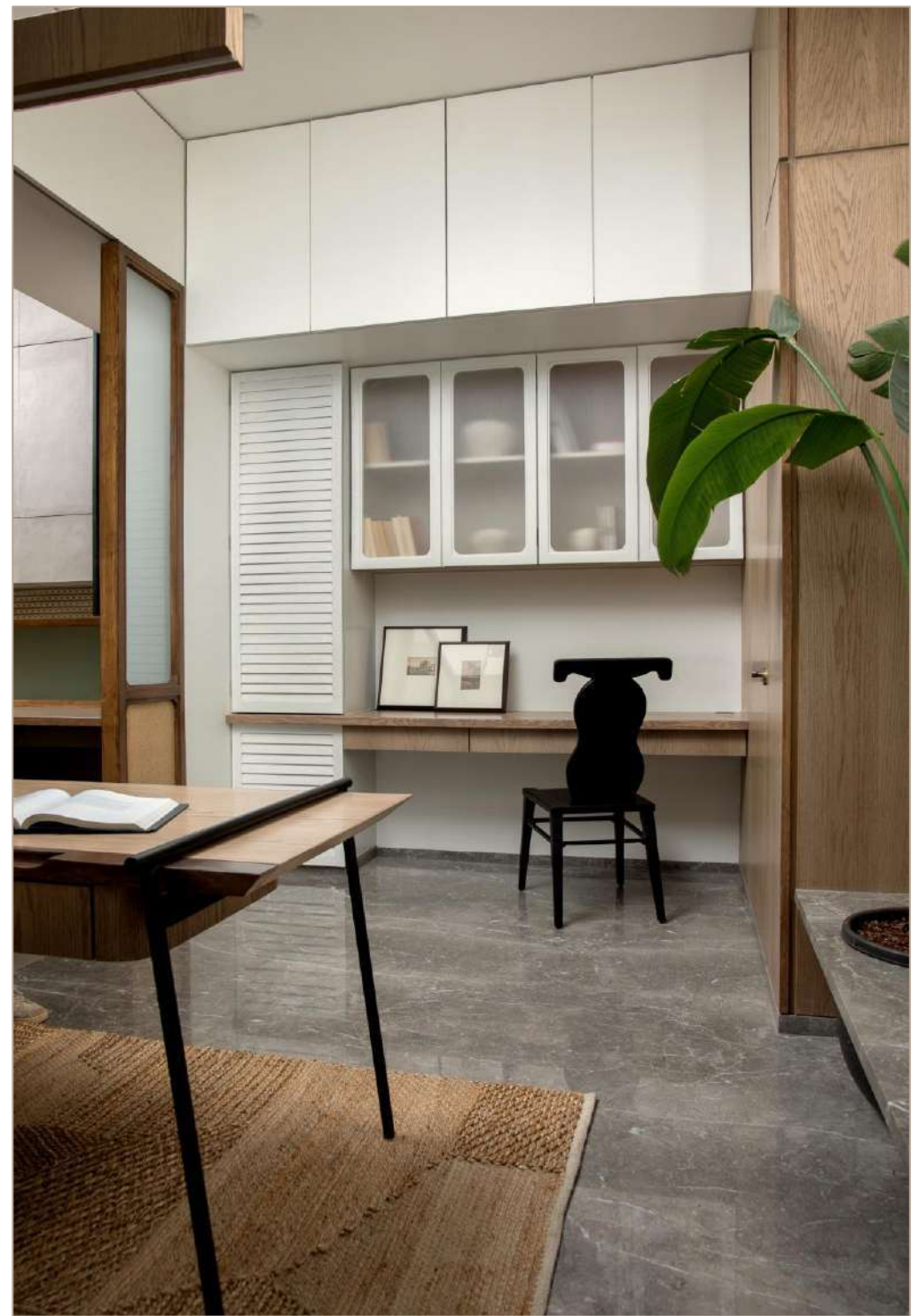


Interior Design & Styling — Merchant 13

An interior design and styling project developed during my time at Studio Jane Designs, focusing on creating a calm and contemporary workspace through material balance and spatial flow. The project blends functionality with modern aesthetics and was featured in Architectural Digest for its refined design and attention to detail.

M U M B A I





M U M B A I
MERCHANT - 13



THANK YOU.

I work across commercial and purpose-led briefs, bringing the same strategic rigor to a fashion campaign as to a fundraising gala for a child protection charity. Whether the brief is building a brand from scratch or reviving a dormant audience, I start with the story and work backwards to the system.

**CREATIVE
GREETINGS.**

✉ - shrutixpoojary@gmail.com